



City of Green Bay
Department of Community and Economic Development

Tax Increment District Twenty-Three (23)

Legends District

PROJECT PLAN

City of Green Bay, Wisconsin
DRAFT 19 August 2019

Joint Review Board of the City of Green Bay

Diana Ellenbecker, *City of Green Bay*
Chad Weininger, *Brown County*
Cale Pulczynski, *Green Bay Area Public Schools*
Bob Mathews, *Northeast Wisconsin Technical College*
Brent Weycker, *Citizen Member*

Common Council of the City of Green Bay

Eric Genrich, *Mayor*
Mark Steuer, *President, District 10*
Bill Galvin, *Vice-President, District 4*
Barbara Dorff, *District 1*
Veronica Corpus-Dax, *District 2*
Andy Nicholson, *District 3*
Craig Stevens, *District 5*
Kathy Lefebvre, *District 6*
Randy Scannell, *District 7*
Chris Wery, *District 8*
Brian Johnson, *District 9*
John S. VanderLeest, *District 11*
Jesse Brunette, *District 12*

Redevelopment Authority of the City of Green Bay

Gary Delveaux, *Chair*
Matt Schueller, *Vice Chair*
James Blumreich
Melanie Parma
Alderson Barbara Dorff
Kathy Hinkfuss
Deby Dehn

This Project Plan was prepared by
Kevin J. Vonck, *Development Director*
Erin Roznik, *Design Specialist*
David Buck, *Principal Planner*
Diana Ellenbecker, *Finance Director*
Vanessa Chavez, *City Attorney*
Tom Giese, *Right-of-Way Specialist*

Table of Contents

Summary of Findings	4
Description of the Proposed District.....	7
The City of Green Bay.....	7
The District / Neighborhood	8
Tax Increment District Number Twenty-Three (TID 23).....	8
TIF Capacity Analysis	9
Project Costs	10
Specific Projects.....	10
Other Eligible Projects.....	13
Economic Feasibility	13
City Financial Strength	13
Financing Methods	14
Projected Property Tax Increment.....	14
TID 23 Pro Forma.....	16
Required Documentation	16
Relocation	16
Non-Project Costs.....	16
Promotion of Orderly Growth.....	16
Proposed Changes to City Plans and Ordinances.....	17
Maps.....	18
Appendix A: City Attorney Legal Opinion	24
Appendix B: Legal Description for TID 23	25
Appendix C: TID 23 Parcels and Assessed Values	26
Appendix D: TID 23 Pro Forma	27

Summary of Findings

1. In accordance with the *Comprehensive Plan*, the City of Green Bay (“City”) and Redevelopment Authority of the City of Green Bay (“RDA”) seek to create a more safe, productive, accessible, and innovative community in order to generate economic activity and tax base; and
2. The City and RDA have concluded that the generally located in the area east of Holmgren Way, south of Lombardi Avenue, west of Bart Starr Drive, and north of Mike McCarthy Way is not attaining its highest and best land use based on the *Comprehensive Plan*; and
3. That “but for” the creation of a Tax Increment District (TID), the future land uses identified in the *Comprehensive Plan* would not occur in the manner desired by the City and RDA; and
4. The Common Council of the City designated the RDA to perform all acts necessary, including the preparation of a Project Plan, for the creation of Tax Incremental District Number Twenty-Three (23): Legends District (“TID 23”), on Tuesday, July 16, 2019; and
5. The RDA performed the following acts, in accordance with Wis. Stats. §66.1105, to wit:
 - 5.1. On Tuesday, August 20, 2019, at 1:30 p.m. in Room 604 of City Hall, 100 N. Jefferson St., held a public hearing on the proposed creation of TID 23, in which interested parties were afforded reasonable opportunity to express their views on the proposed Project Plan; and
 - 5.2. On Wednesday, August 7, 2019, and Monday, August 12, 2019, published a notice of said public hearing in the Green Bay Press-Gazette; and
 - 5.3. On Monday, August 5, 2019, mailed, by first-class certified mail, owners of property identified by the Project Plan as in need of rehabilitation work said identification of property and a notice of said public hearing; and
 - 5.4. On Monday, August 5, 2019, mailed, by first-class mail, the chief executive officer of Brown County, the Green Bay Area School District, and Northeast Wisconsin Technical College a copy of the notice of said public hearing; and
 - 5.5. On Monday, August 5, 2019, made a hard copy of the Project Plan available for public review in Room 608 of City Hall and posted it on the City website; and
6. The Project Plan meets all the requirements of Wis. Stats. §66.1105, to wit:
 - 6.1. An economic feasibility study; and
 - 6.2. A detailed list of estimated project costs; and
 - 6.3. A description of the methods of financing all estimated project costs and the time when such costs or obligations related thereto are to be incurred; and
 - 6.4. A map showing existing uses and conditions of real property within TID 23; and
 - 6.5. A map showing proposed improvements and uses in TID 23; and
 - 6.6. A statement confirming that the estimated percentage of land devoted to retail uses within the territory of TID 23 will not exceed thirty-five percent (35%).
 - 6.7. Statements indicating proposed changes in zoning ordinances, master plan, official map, building codes and city ordinances, if any; and
 - 6.8. A list of estimated non-project costs; and
 - 6.9. A statement relating to the proposed method for the relocation of any persons to be displaced; and
 - 6.10. A statement indicating how creation of TID 23 promotes the orderly development of the City; and
 - 6.11. An opinion of the City Attorney that the Project Plan is complete and complies with Wis. Stats. §66.1105; and
7. The RDA makes the following findings as required by Wis. Stats. §66.1105, to wit:
 - 7.1. That “but for” the creation of a TID, the development projected to occur as detailed in the *Comprehensive Plan* would not occur in the manner desired by the City and RDA because of challenges associated with:
 - 7.1.1. Additional costs associated with environmental remediation and mitigation; and/or
 - 7.1.2. Additional costs associated with rehabilitation and historic preservation; and/or
 - 7.1.3. Blighted parcels and the stigma of certain neighborhoods caused by disinvestment; and/or
 - 7.1.4. The lack of traditional financing options for forward-thinking projects; and

- 7.2. The equalized value of taxable property of TID 23 plus the value increment of all existing tax increment districts does not exceed twelve percent (12%) of the total equalized value of taxable property within the municipality; and
- 7.3. TID 23 shall be a blighted area district, as one hundred percent (100%) – thirty-four and seven-hundredths (34.07) of thirty-four and seven-hundredths (34.07) acres – of the real property within TID 23 is in need of blight elimination, thereby exceeding the fifty percent (50%) threshold as defined in Wis. Stats. §66.1337 (2m)(b); and
- 7.4. The proposed activities and project costs in the Project Plan relate directly to blight elimination within TID 23 consistent with the purpose for which the District is created; and
- 7.5. The proposed activities and project costs in the Project Plan are in concurrence with Wis. Stats. §66.1337, which enable the City to conduct specific blight elimination and rehabilitation and conservation work, including:
 - 7.5.1. A program of voluntary or compulsory repair and rehabilitation of buildings or other improvements; and
 - 7.5.2. Acquisition of real property and demolition, removal or rehabilitation of buildings and improvements on the property where necessary to eliminate unhealthful, unsanitary or unsafe conditions, lessen density, reduce traffic hazards, eliminate obsolete or other uses detrimental to the public welfare, to otherwise remove or prevent the spread of blight or deterioration, or to provide land for needed public facilities; and
 - 7.5.3. Installation, construction or reconstruction of streets, utilities, parks, playgrounds, and other improvements necessary for carrying out an urban renewal project; and
 - 7.5.4. The disposition, for uses in accordance with the objectives of the urban renewal project, of any property acquired in the area of the project; and
- 7.6. The improvement of the area is likely to significantly enhance the value of substantially all of the other real property in TID 23; and
- 7.7. The economic benefits of TID 23, as measured by increased property value, employment, and income,
 - 7.7.1. are greater than the cost of the improvements identified in the Project Plan; and
 - 7.7.2. are greater than the anticipated tax increments to be paid by owners of real property within the overlying taxing jurisdictions; and
- 7.8. The TID 23 Project Plan is feasible and in conformity with the *City Comprehensive Plan*.



Description of the Proposed District

The City of Green Bay

The City of Green Bay is the economic hub of northeastern Wisconsin, and the flagship city of a combined metropolitan region of nearly 700,000 people. It is the “north star” in a chain of great cities, including Chicago and Milwaukee, which line the western shore of Lake Michigan. The City is in an excellent position to build on past success and flourish well into the future. Demographically, the City and metropolitan region have sustained steady population growth over the last few decades. Population is projected to increase, primarily through natural growth. Inbound migration is primarily from adjacent counties and other parts of the state. The number and percentage of residents with at least a college degree has increased over the last decade.

As for commerce, the largest three industries are manufacturing, health care and social assistance, and retail trade. Employment continues to grow since the 2008 recession and is projected to increase. The City continues to be an employment magnet, with more employees coming in from other communities than residents leaving for employment elsewhere. The City continues to leverage the substantial assets and significant competitive advantage it has in its strongest traded industry clusters: agriculture and food processing; paper, packaging, and printing; advanced manufacturing; and transportation and logistics.

A robust transportation infrastructure provides excellent opportunities to move people and goods efficiently. Two interstate highways connect the City to Milwaukee, Chicago, and points south, while a four-lane state highway connects to St. Paul, Minneapolis, and points west. Green Bay Metro Transit operates thirteen full-service bus routes and paratransit services that provide over a million and a half rides annually in the metro area. Several miles of pedestrian and bicycle facilities enhance mobility and accessibility. The Austin Straubel International Airport (GRB) serves more than 600,000 passengers and ships 310,000 pounds of freight cargo annually through forty daily flights operated by three commercial airlines and two fixed-based operators. The Port of Green Bay moves nearly two million metric tons of cargo through fourteen docks located along a three-mile stretch of the Fox River. Two rail carriers serve the Port and many industrial areas.

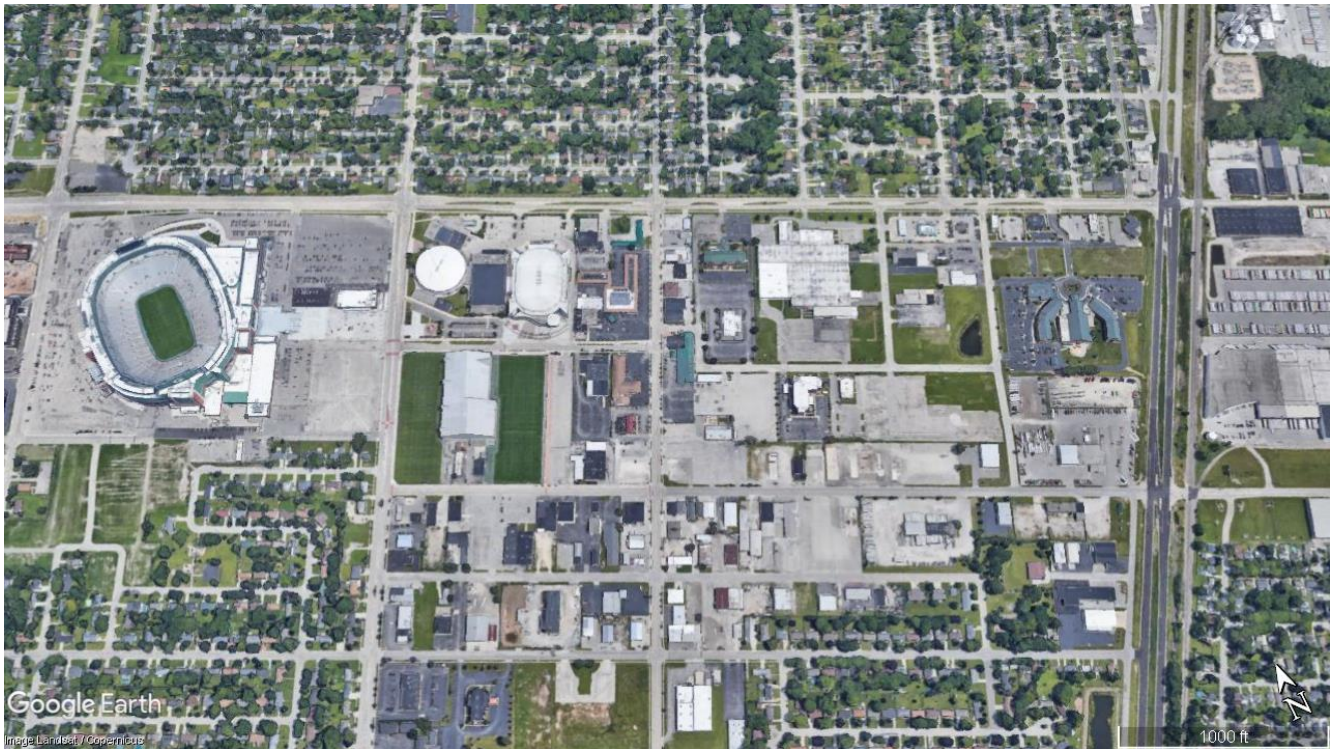
Programs that transform innovative ideas into viable businesses demonstrate a community commitment to helping entrepreneurs succeed. The Startup Hub, UWGB Small Business Development Center, NWTC Artisan and Business Center, and Brown County Culinary Kitchen have demonstrated success incubating businesses. The City continues to develop complementary programs that can accelerate and expand these startups into high-growth firms. Foreign Trade Zone #167 allows merchandise to be imported, assembled, and repackaged with other components without formal customs entry procedures or import duties.

The City offers residents a diverse range of housing options, with over forty neighborhood associations strengthening the community fabric. Award-winning public schools, reputable institutions of higher education (the University of Wisconsin-Green Bay and Northeastern Wisconsin Technical College), and low crime rates make the community an excellent choice to call home.

The City delivers ample opportunities for outdoor recreation through its seventy parks and trails, including Bay Beach Amusement Park and Wildlife Sanctuary, the City Deck (an urban boardwalk along the Fox River), the Green Bay Botanical Garden, and the Joannes Family and Resch Aquatic Centers. The City is also home to Lambeau Field and the Packers Hall of Fame. It hosts hundreds of cultural events, including those provided by local theatre organizations and civic symphony, at the Meyer Theatre, the Weidner Center for the Performing Arts, the ART Garage, and the recently-expanded KI Convention Center. The Neville Public Museum, the Children’s Museum of Green Bay, the Automobile Gallery, and Hazelwood Historic House are also in the City.

An urban renaissance is occurring across the nation as people are rediscovering the economic and cultural advantages of cities. The City of Green Bay is well-positioned to capitalize on this trend and welcomes prospective residents, businesses, and investors to our community.

The District / Neighborhood



The Legends District is located in the south central part of the City, on the west side of the Fox River, generally in the area east of Holmgren Way, south of Lombardi Avenue, west of Bart Starr Drive, and north of Mike McCarthy Way, along the municipal boundary with the Village of Ashwaubenon.

First developed as an air strip in the 1930's, the district grew into an industrial center in the 1960's with the conversion of Ashland Avenue into US-41 (now I-41). The earliest businesses involved manufacturing, lumber, and transportation and logistics, of which a few continue to operate today. Expansion of the national sports and entertainment complex that includes Lambeau Field (81,000-seat outdoor stadium and home of the NFL Green Bay Packers), the Resch Center (9,800-seat indoor arena), and (in 2021) the Brown County Expo Center (with 120,000 square feet of event space), has provided greater opportunity to convert properties from industrial uses to more commercial and hospitality uses.

In response to this changing market, the City completed the *Legends District Master Plan* in 2017, which identified potential redevelopment opportunities in the district.

Tax Increment District Number Twenty-Three (TID 23)

Under Wisconsin Statutes 66.1105, the property taxes paid each year on the increase in equalized value of a TID may be used by the City to pay the costs of redevelopment projects within the TID. The incremental value is determined by taking the current value of the TID and deducting the value in the TID that existed when the TID was created. All taxes levied upon the incremental (or increased) value by the City, School District, County, and Vocational School District are allocated to the City for direct payment of project costs or the payment of debt service on bonds used to finance project costs. Expenses may be incurred for the implementation for the approved project plan and completion of the project outlined therein up to five (5) years before the (not extended) maximum life of the TID.

TID 22 is being created in order to provide a mechanism to overcome challenges related to the additional costs associated with environmental remediation and mitigation; additional costs associated with rehabilitation

and historic preservation; blighted parcels and the stigma of certain neighborhoods caused by disinvestment; and the lack of traditional financing options for forward-thinking projects.

Of the thirty-four and seven-hundredths (34.07) total acres of real property within TID 23, thirty-four and seven-hundredths (34.07) acres, or one hundred percent (100%), are in need of blight elimination.

Map 1 shows the location of TID 23 within the city, while **Map 2** shows its detailed boundaries. The legal description for TID 23 is attached as **Appendix B**. TID 23 has ten (10) parcels totaling thirty-four and seven-hundredths (34.07) acres of real property and **## acres of public road right-of-way, for a total size of ## acres**. **Table 1** and **Map 3** show the distribution of zoning categories, while **Table 2** and **Map 4** show the distribution of land use activities. **Map 5** shows parcels in need of blight elimination.

Zoning	Acres	Percentage
GI – General Industry	31.99	93.87%
C-2 – Commercial Two	1.37	4.02%
CI – Commercial One	0.71	2.10%

Table 1. Zoning distribution.

Land use	Acres	Percentage
industrial, manufacturing, and waste-related	17.36	50.95%
travel or movement	9.00	26.42%
shopping, business, and trade	4.49	13.19%
social, institutional, and infrastructure	2.50	7.33%
leisure activities	0.72	2.10%

Table 2. Land use activity distribution.

The estimated percentage of land devoted to retail uses within the territory of TID 23 will not exceed thirty-five percent (35%).

On January 1, 2019, TID 23 had a combined assessment of \$10,591,900. This equates to approximately \$310,886 per taxable acre or **\$\$\$ for taxable and non-taxable acres**. **Appendix C** provides a listing of all parcels and assessed values within the TID.

TIF Capacity Analysis

Wis. Stats. §66.1105 (4)(gm)(4)(c), defines a limit on the equalized property value that may be located within municipal TID's. The equalized value of taxable property of the new district plus the value increment of all existing districts does not exceed twelve percent (12%) of the total equalized value of taxable property within the municipality. As shown in **Table 3**, the existing capacity in the City is more than satisfactory to permit the creation of TID 23, as the addition of TID 23 will only raise the percent of equalized value in TID's from 5.35 % to 5.52 %.

Measure	Amount as of January 1, 2019
Equalized value of the City of Green Bay	\$6,603,759,000
Total existing TID increment	\$353,507,500
Percent equalized value within total existing TID increment	5.35%
Equalized value of proposed TID 23 @ 94.4% estimated ratio	\$11,220,233
Total value for twelve percent (12%) test	\$364,727,733
New percent equalized value within TIDs, including TID 23	5.52%

Table 3. Tax increment finance capacity.

Project Costs

The Department of Community and Economic Development works to link and leverage our natural, built, human, and social assets in order to generate valuable products, services, and experiences within the City.

The City supports development projects that make our community more:

1. safe; projects that
 - 1.1. remove blighted and neglected properties with high complaint and/or police call volumes
 - 1.2. remediate environmental contamination and/or enhance the physical (soil, water, air) landscape
 - 1.3. strengthen and/or expand public water, sewer, stormwater, and other utility infrastructure
 - 1.4. eliminate and/or reduce transportation hazards
2. productive; projects that
 - 2.1. rehabilitate and/or build new structures with high-performance designs, systems, and finishes
 - 2.2. create a significantly higher per acre property value than adjacent properties and the City average
 - 2.3. generate property taxes greater than the cost of providing infrastructure and services
 - 2.4. generate job opportunities for smart and skilled individuals
3. accessible; projects that
 - 3.1. rehabilitate and/or build new structures for individuals of all ages and abilities
 - 3.2. are located in places easy to reach on foot, bicycle, or transit
 - 3.3. strengthen and/or expand non-motorized transportation networks
 - 3.4. generate job opportunities for individuals of all ages, abilities, and incomes
4. innovative; projects that
 - 4.1. expand our range of (residential, commercial, and industrial) real estate products
 - 4.2. are designed and built with options for conversion to alternative uses in the future
 - 4.3. create and/or enhance unique public spaces, amenities, and art
 - 4.4. support disruptive startups and high-growth, second-stage companies

Specific Projects

In order for the City to consider if a development project is eligible for a TIF incentive, the City asks that interested developers submit a proposal that includes the following elements:

1. preliminary concept plan for the project that identifies:
 - 1.1. location of all proposed structures
 - 1.2. transportation infrastructure, including pedestrian and bicycle networks
 - 1.3. utility infrastructure, including stormwater management
 - 1.4. any infrastructure or land that will be dedicated to the public
2. preliminary construction documents:
 - 2.1. floor plans

- 2.2. full-color elevations for all sides of all proposed structures
- 2.3. descriptions of all exterior building materials
- 2.4. descriptions and photographic examples of interior finishes
3. preliminary budget with sources and uses
 - 3.1. proposed sources, including equity and financing commitments
 - 3.2. construction budget: detail hard and soft costs
 - 3.3. extraordinary expenses for which TIF is requested
 - 3.4. projected sales and/or rental income; including those already secured
4. supporting documentation
 - 4.1. construction timetable
 - 4.2. description of developer: principals, members, and officers
 - 4.3. list of past projects and references
 - 4.4. appraisal, market analysis, comparable projects

It is also important to note that the City support projects completed by a trusted developer who:

1. will contribute equity no less than twenty percent (20%) of “hard” project costs;
2. will demonstrate ability to obtain financing and insurance coverage;
3. is a corporation in good standing with no pending litigation or default; and
4. has good references and/or previous projects.

The City may encumber funds to implement the following projects. This list is not meant to be a budget or an appropriation of funds for specific projects. All costs are estimates based on the best information available. The City reserves the right to delete projects or change the scope and/or timing of projects implemented as they are individually authorized by the Common Council, without amending the Plan. All improvements are designed to be applied within the boundaries of TID 23, which can be seen on **Map 6**.

Improvement #1	Incentives: grants and loans
Details	money to offset project costs, including property acquisition, parcel assembly, site preparation, construction, and infrastructure (transportation, water, sewer, stormwater, utilities) on projects that eliminate blight
Purpose	provide a source of gap funding for projects on parcels with more development challenges (e.g. brownfields remediation)
Allocation	\$14,000,000
Disbursement	applied as needed, assistance should be through an annual post-project reimbursement (i.e. PayGo); the amount of financial assistance in any given year should not exceed eighty (80%) of the annual incremental taxes
Improvement #2	Infrastructure: streets
Details	construct additional streets identified in the <i>Legends District Master Plan</i> , namely the extension of Reggie White Way from Tony Canadeo Run to Mike McCarthy Way, between of Holmgren Way and Bart Starr Drive
Purpose	enhance access and development potential of larger block faces; improve vehicular traffic circulation
Allocation	\$1,000,000
Disbursement	alignment needs to coordinate with the Village of Ashwaubenon; before applying, consider if larger-scale developments are better served by private or public infrastructure; a portion may be covered under a bond issue

Improvement #3	Infrastructure: pedestrian and bicycle
Details	sidewalks, bicycle lanes, cycle tracks, and crossing improvements (e.g. medians, markings, signs, signals) as identified in the <i>Legends District Master Plan</i>
Purpose	attract more residents from adjacent neighborhoods to the area through enhancements that allow for people of all ages and abilities to travel by foot or bicycle through the corridor
Allocation	\$500,000
Disbursement	alignment needs to coordinate with the Village of Ashwaubenon; apply when funds can be leveraged through external grants through the Wisconsin Department of Transportation; a portion may be covered under a bond issue
Improvement #4	Infrastructure: stormwater
Details	filtration, infiltration, retention and detention facilities
Purpose	increase capacity for additional development and redevelopment
Allocation	\$500,000
Disbursement	development should be serviced by existing facilities, possible to coordinate with Village of Ashwaubenon; integrate public and private projects when possible to minimize costs; a portion may be covered under a bond issue
Improvement #5	Infrastructure: public space and amenities
Details	pocket parks, landscaping, wayfinding signs, banners, flags, public art, benches, bus stop enhancements, shelters, and other amenities deemed acceptable
Purpose	leverage existing assets to create a strong identity and brand for the district; foster a sense of attachment for local residents and businesses
Allocation	\$1,000,000
Disbursement	apply under leadership of local businesses and residents after enough reserve funds have been accumulated
Improvement #6	Administration
Details	funds directed towards City staff for time used on marketing, research, analysis, and managing the TID
Purpose	cover administrative costs from the appropriate source
Allocation	\$1,000,000
Disbursement	annual payments through the life of the TID, with annual reductions to account for more work up front getting projects off the ground

Other Eligible Projects

The following is a general list of potential public works and other projects for which the City may encumber funds in conjunction with this Plan. This list is provided to provide options for projects that may not be identified at present, but may become necessary in the future. Again, the City reserves the right to implement only those projects that remain viable as the Plan period proceeds.

1. property, right-of-way, and easement acquisition for development, redevelopment, or conservancy
2. relocation costs related to property, right-of-way, and easement acquisition
3. public infrastructure improvements that will ultimately be dedicated for public service, including,
 - 3.1. road, pedestrian, and bicycle improvements
 - 3.2. sanitary sewer, storm sewer, and potable water and wastewater mains and laterals, and storm water management facilities
 - 3.3. telephone, high-speed cable, and related technology infrastructure
 - 3.4. natural gas, electrical power, and other public utilities
 - 3.5. any related engineering, grading, erosion control, and landscaping
 - 3.6. any related land acquisitions and anticipated and intentional corrections to adjacent property affected by the public improvements, including grading
4. site preparation activities of private parcels, including
 - 4.1. environmental remediation, and asbestos abatement
 - 4.2. demolition and clearing of structures
 - 4.3. related engineering, grading, erosion control, and landscaping
5. administrative costs, including those paid to the City or consultants for services rendered
6. financing costs
7. projects within one-half (1/2) mile radius of the boundary of TID 23 provided that
 - 7.1. The project area is located within the corporate boundary of the City of Green Bay
 - 7.2. The project produces land uses identified in the Comprehensive Plan that would otherwise not occur in the manner desired by the City and RDA

Economic Feasibility

This section demonstrates that the proposed TID 23 is economically feasible, given that:

1. The City expects to have cash available to pay for project costs as they are incurred or has the means to secure the necessary financing.
2. The City expects to complete the projects in one or more phases, and can adjust the timing of implementation as needed to coincide with the pace of private development.
3. The development anticipated to occur as a result of implementing this Plan will generate sufficient property tax increment to pay for the costs of the projects.

Financial audits will be done in accordance with Wis. Stats. §66.46.

City Financial Strength

In 2019, Moody's assigned the City of Green Bay an Aa3 rating, noting its sizeable tax base that serves as the economic hub of northeastern Wisconsin and moderate pension burden. This high-grade rating implies that the City has a very strong capacity to meet its financial commitments.

Financing Methods

The City will offer the following types of financing alternatives and developer incentives (in preferred order):

1. up-front grants with cash from external grants or other sources
2. pay-as-you-go (“PAYGo”) reimbursement derived from incremental property taxes
3. up-front grants from an existing balance in a the TID account
4. up-front grants from new bonds repaid through incremental property taxes
5. up-front grants from general obligation bonds repaid through general property taxes
6. City guarantee of private loans
7. up-front loans issued by the City
8. up-front grants with cash from a “donor” TID with excess increment

The City looks to continue its successful track record of public-private partnerships on future projects. We also support development projects through brownfields assessment assistance, our small business revolving loan fund, neighborhood enhancement funds, and façade and demolition grants.

The City looks to continue its successful track record of public-private partnerships on future projects. We also support development projects through brownfields assessment assistance, our small business revolving loan fund, neighborhood enhancement funds, and façade and demolition grants.

Projected Property Tax Increment

The development anticipated to occur as a result of implementing this Plan will generate sufficient property tax increment to pay for the costs of the projects. **Map 6** shows the manner in which the area will be redeveloped. The City believes that there are four (4) major projects, with a high probability of being completed in the next few years (given preliminary discussions with interested parties), that will serve as catalysts for additional development within and surrounding the TID.

Redevelopment Site A. Legacy Hotel. Located at 1004 Brett Favre Pass, this site of approximately three and one hundred twenty five thousandths (3.125) acres is currently a vacant restaurant. A Developer intends to complete a Project, which involves construction of a five (5)-story boutique, all-suites hotel of approximately ninety thousand (90,000) square feet, along with parking, landscaping, lighting and other related improvements.

Attribute	Land value	Improvement value	Total value	Annual property taxes
Current value	\$816,000	\$1,073,000	\$1,889,900	\$44,186
Estimated new value	\$816,000	\$11,184,000	\$12,000,000	\$280,560
Incremental value	\$0	\$10,111,000	\$10,110,100	\$236,374

Table 4. Projected increment for Site A.

Redevelopment Site B. White Starr Parcels. Located at 949 Tony Canadeo Run, this site of approximately six (6.0) acres, is primarily vacant land. There is great potential for large-scale multi-family residential as well as food, beverage, and entertainment uses in the future.

Attribute	Land value	Improvement value	Total value	Annual property taxes
Current value	\$1,320,400	\$97,300	\$1,417,700	\$33,145
Estimated new value	\$1,320,400	\$18,679,600	\$20,000,000	\$467,600
Incremental value	\$0	\$18,582,300	\$18,582,300	\$434,455

Table 5. Projected increment for Site B.

Redevelopment Site C. Hudson-Sharp / Badger State Brewing. Located at 975 Lombardi Avenue, this site of approximately thirteen and four-tenths (13.4) acres, currently active with manufacturing, brewery, event space, and surface parking uses. Property has high traffic counts, with over thirteen thousand (13,000) vehicles per day on Lombardi Avenue. There is great potential for large-scale mixed use redevelopment, including residential, retail, office, food, beverage, and entertainment uses in the future.

Attribute	Land value	Improvement value	Total value	Annual property taxes
Current value	\$2,752,600	\$3,135,200	\$5,887,800	\$137,656
Estimated new value	\$2,752,600	\$7,247,400	\$10,000,000	\$233,800
Incremental value	\$0	\$4,112,200	\$4,112,200	\$96,144

Table 6. Projected increment for Site C.

Redevelopment Site D. Stadium View Parking Lot. Located at 1023 Tony Canadeo Run, this site of approximately two and nine-tenths (2.9) acres, currently active with surface parking lot for restaurant, and event space uses. There is potential for residential, food, beverage, entertainment, and other commercial uses in the future.

Attribute	Land value	Improvement value	Total value	Annual property taxes
Current value	\$391,400	\$102,700	\$494,100	\$11,552
Estimated new value	\$391,400	\$4,608,600	\$5,000,000	\$116,900
Incremental value	\$0	\$4,505,900	\$4,505,900	\$105,348

Table 7. Projected increment for Site D.

Given the catalytic nature of these projects, there is good probability that additional redevelopment will occur, thus generating additional increment. Should this happen, City staff, along with the Common Council, will explore possibilities for additional public improvements beyond the scope of those mentioned herein.

TID 23 Pro Forma

The entire pro forma can be found in **Appendix D**, and is built on the following assumptions:

1. Development at the catalytic sites will be phased over multiple calendar years
2. New Increment is a conservative estimate of what can be created at each site
3. When New Increment is created in year one (1), it will be accounted for in an assessment in year two (2), and will be accounted for as revenue in year three (3)
4. The Property Tax Rate remains constant at \$23.38 per \$1,000 of assessed value
5. Incentives: PAYGo expenditures are dependent on actual increment created
6. Infrastructure: Debt Service expenditures are payments for borrowing at an interest rate of four and one-half (4.5%) percent
7. Administration annual payments are through the life of the TID, with annual reductions to account for more work up front getting projects off the ground

The pro forma shows that TID 23 will be sufficiently funded to complete listed projects before the legal termination of the district. If this should occur, distribution of the surplus funds will be made in accordance with Wisconsin Statutes.

Required Documentation

Relocation

The City will provide relocation benefits and assistance to the extent necessary as required by Wis. Stats. §32. Generally, relocation occurs where a person or business is displaced from real property as a direct result of eminent domain proceedings commenced by the City against the subject property. Relocation services will be provided by City specialists with funds provided through TIF, the City or the City of Green Bay Redevelopment Authority (RDA).

Non-Project Costs

In the event that TID 23 demonstrates that it has sufficient revenues to pay for all incurred project costs and sufficient surplus revenues to pay for some or all eligible costs in other municipal TIDs, the district may become a donor to other active TIDs.

Promotion of Orderly Growth

Land use development in the city is guided by the *Comprehensive Plan*, adopted by the Common Council in 2003. Development of the plan relied heavily on the participation of the citizens of the city. The plan is in compliance with the State of Wisconsin's Smart Growth requirements, and provides city leaders with a guide to use while assessing policy and development proposals.

This Project Plan for TID 23 is developed in compliance with these plans and general City policies in order to promote orderly and consistent growth. **Map 6** shows the manner in which the area will be redeveloped.

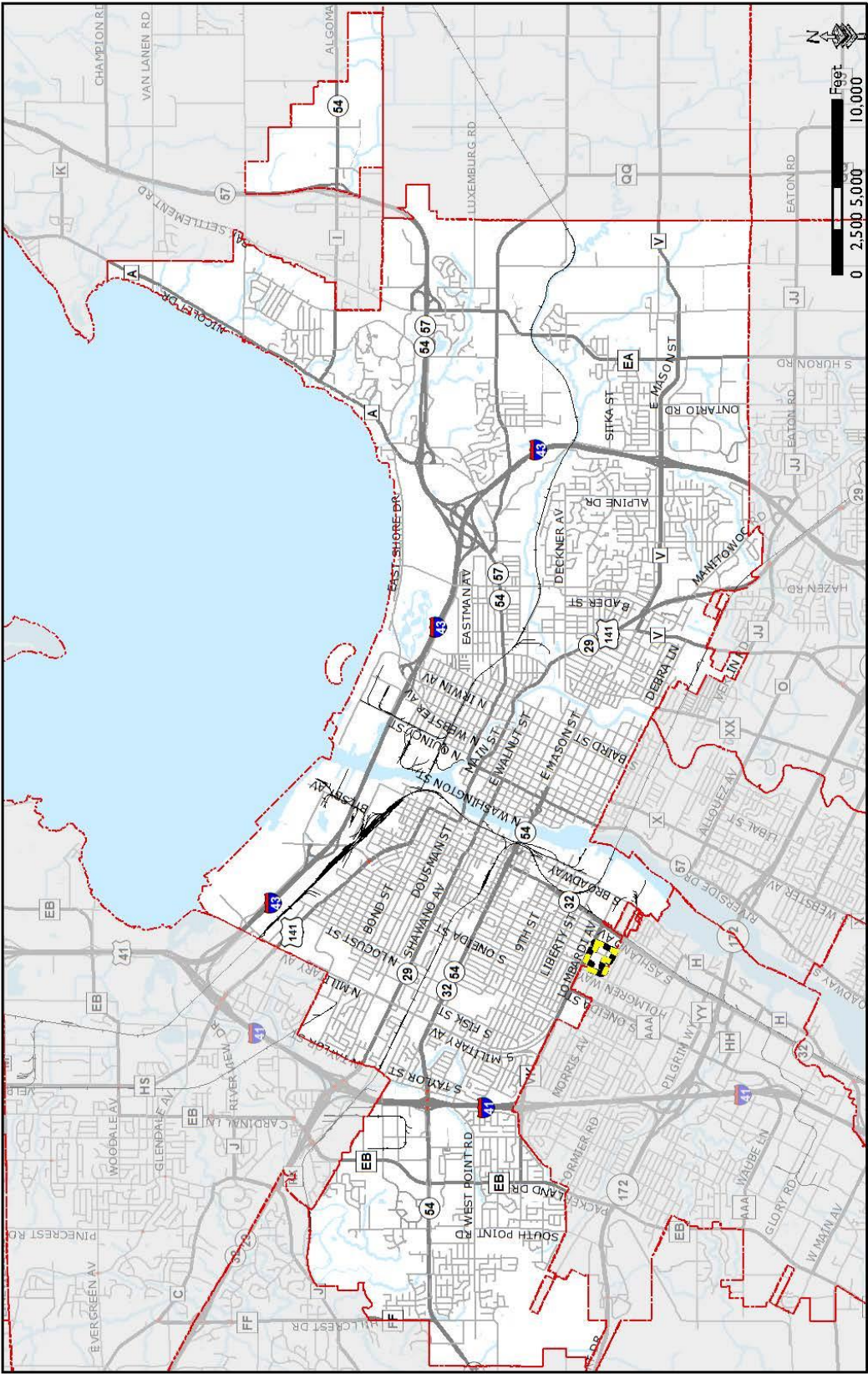
Proposed Changes to City Plans and Ordinances

Master Plan. The City updated its *Comprehensive Plan* in 2003. The planned uses in the TID 23 are consistent with existing planning documents and have been incorporated into future planning documents. This TID plan is also consistent with the implementation elements of the *Legends District Master Plan*.

Official Map. All streets included in the TID 23 Plan area are included on the official Map for the City of Green Bay as adopted subdivisions. Should redevelopment projects cause a realignment of Reggie White Way, or another affected street, the City will take the required procedural actions to review such amendments.

Zoning. Several parcels within TID 23 may require a rezoning or the creation of Planned Unit Development (PUD). The zoning classifications and standards that will be used in the any zoning amendment will be consistent with the City *Comprehensive Plan* and the *Legends District Master Plan*.

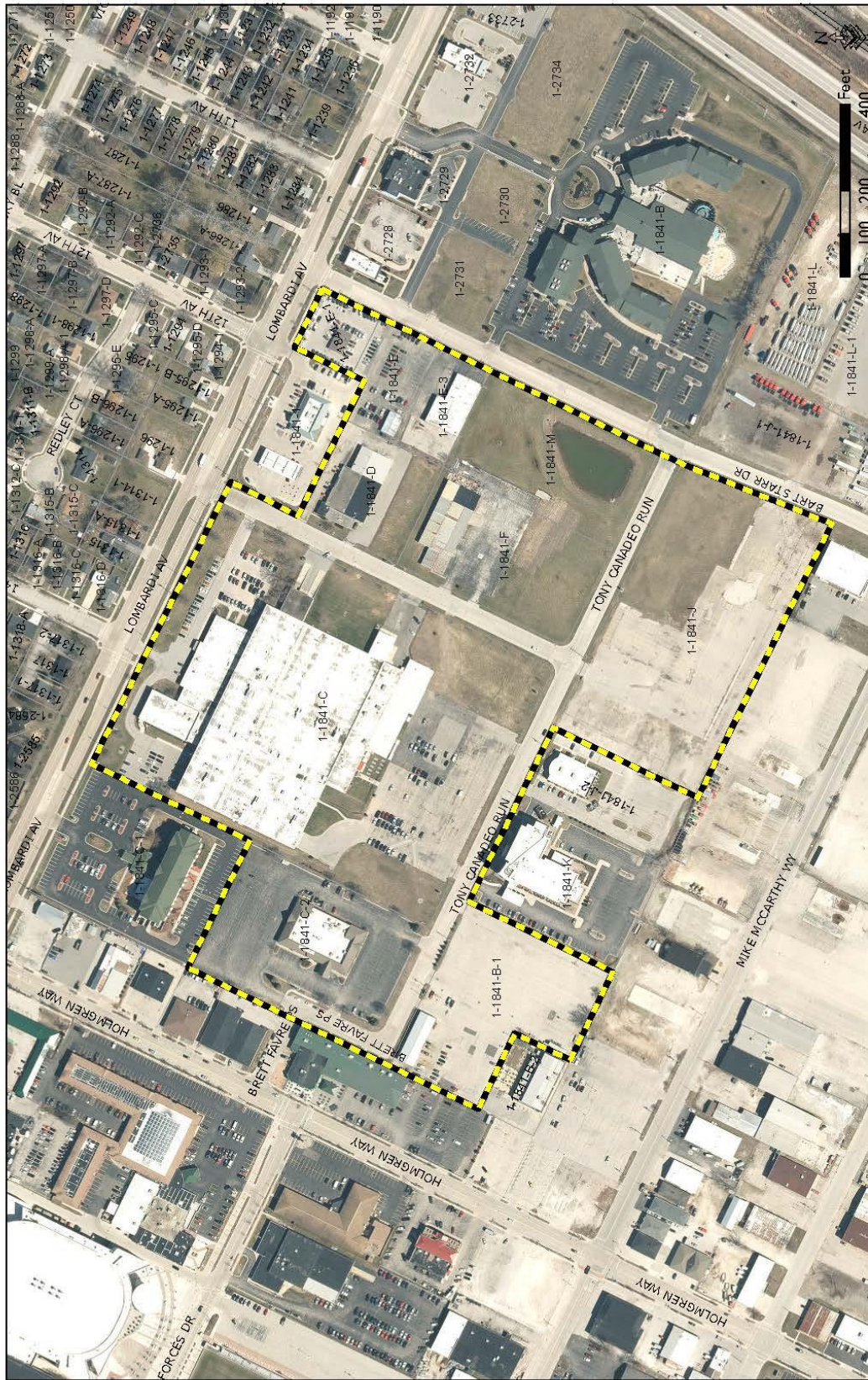
Building Codes. City building codes will not be changed to accommodate TID 23 activities.



TID 23 Map 1: Location in the City of Green Bay



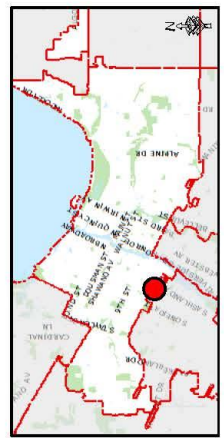
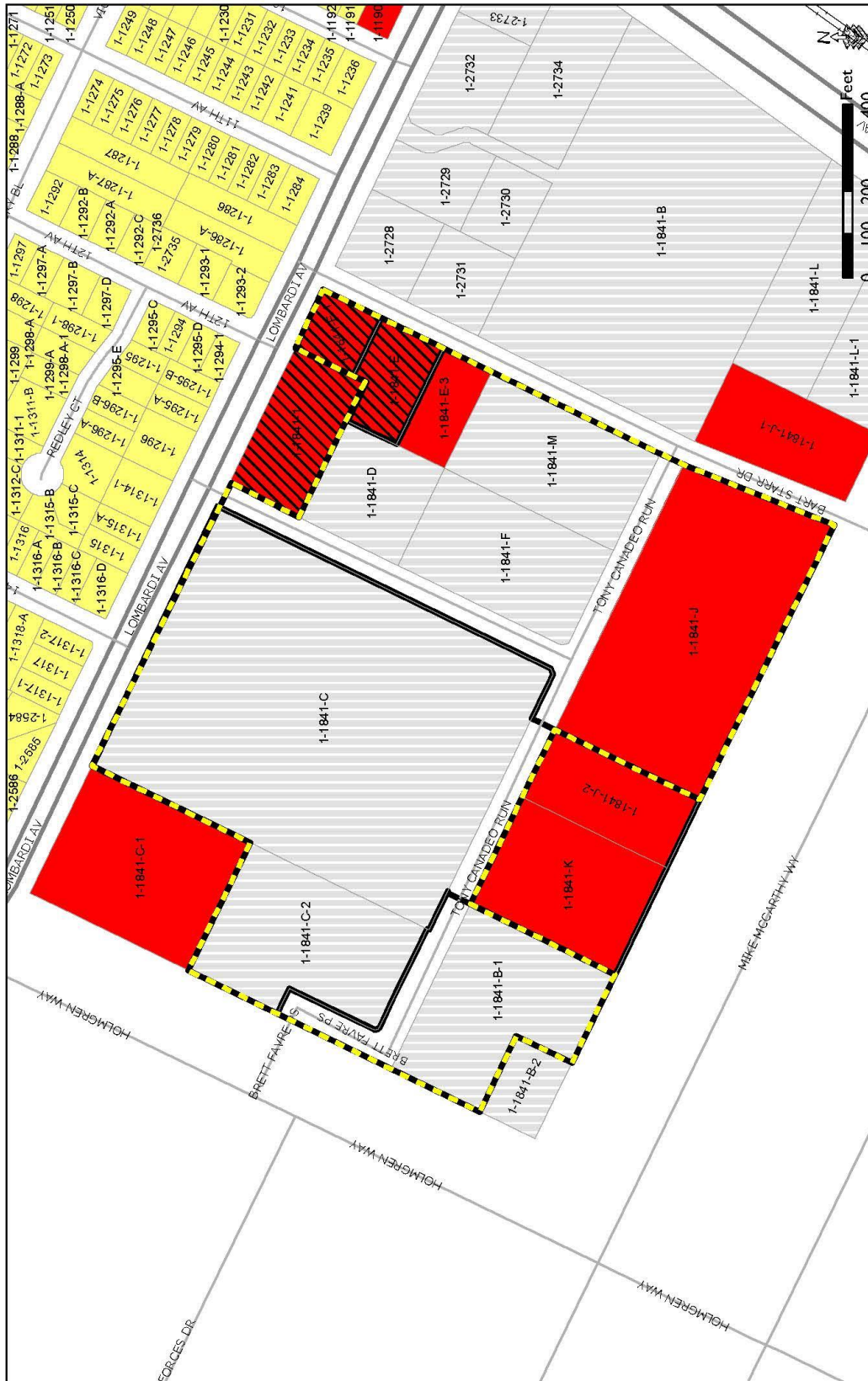
This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied. Map prepared by City of Green Bay Department of Community and Economic Development. E.R. Date Printed: 13 Aug 2019 X:\Planning\Work\Order Requests\2019\13 TID 23\TID 23 blight.mxd



TID 23 Map 2: Legends District Boundary



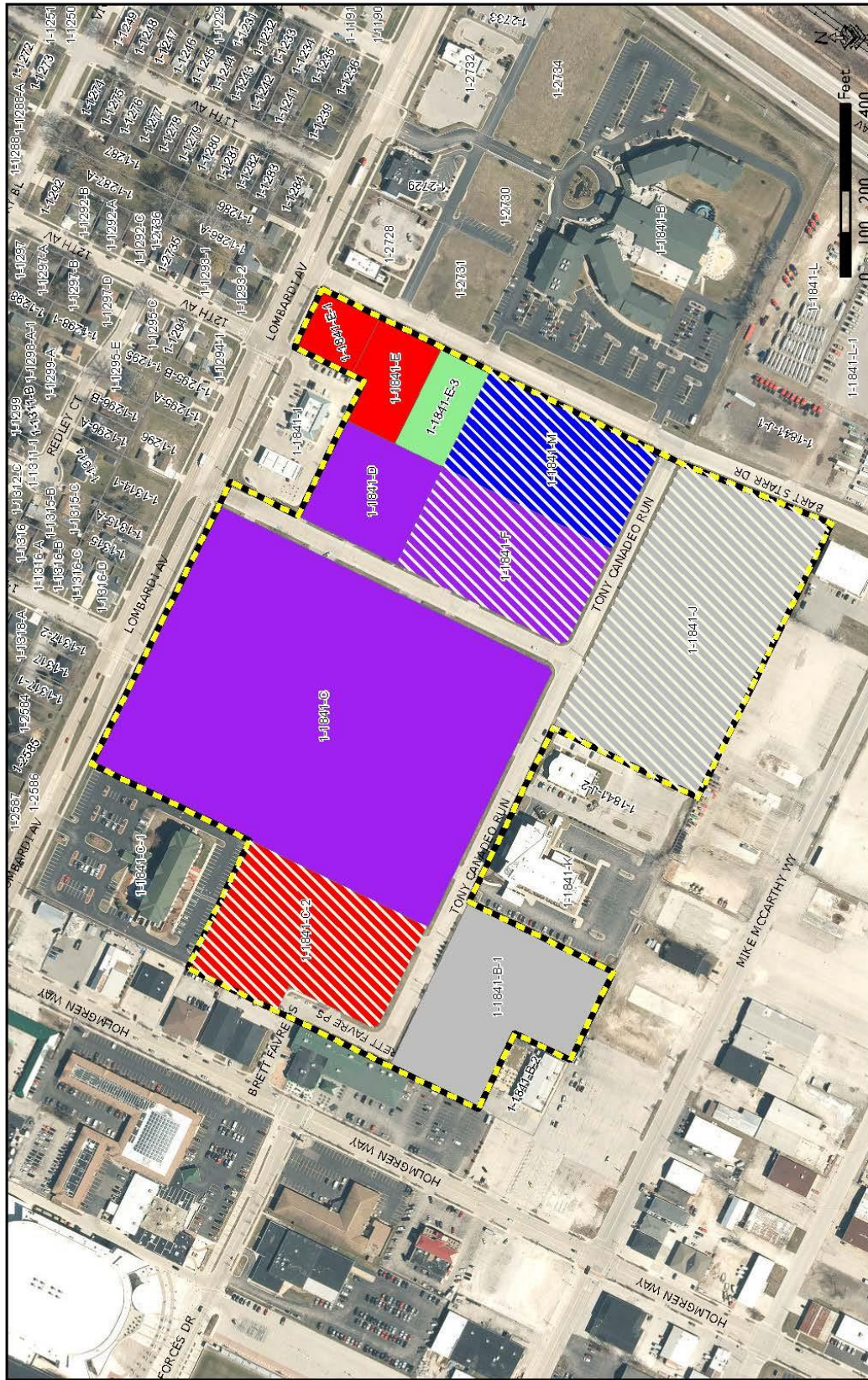
This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied. Map prepared by City of Green Bay Department of Community and Economic Development. ER.
 Date Printed: 13 Aug 2019 X:\Planning\Work Order Requests\2019\13 TID 23\TID 23 Bldg.mxd




TID 23 Map 3: Legends District Zoning

This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied. Map prepared by City of Green Bay Department of Community and Economic Development ER. Date Printed: 13 Aug 2019 X:\Planning\Work Order Requests\2019\19.13 TID23\TID 23 zoning.mxd

Legend	Description
	City of Green Bay
	TID 23 Boundary
	Planned Unit District
	Zoning
	OR - Office Residential
	NC - Neighborhood Commercial
	C1 - Commercial One
	C2 - Commercial Two
	C3 - Commercial Three
	D1 - Downtown One
	D2 - Downtown Two
	RR - Rural Residential
	R1 - Low Density Residential-New Lots
	R2 - Medium Density Residential
	R3 - Varied Density Residential
	GI - General Industry
	SRU - Special District Light Industry
	LI - Light Industry
	BP - Business Park
	R - Public Property / Institutional
	CON - Conservancy











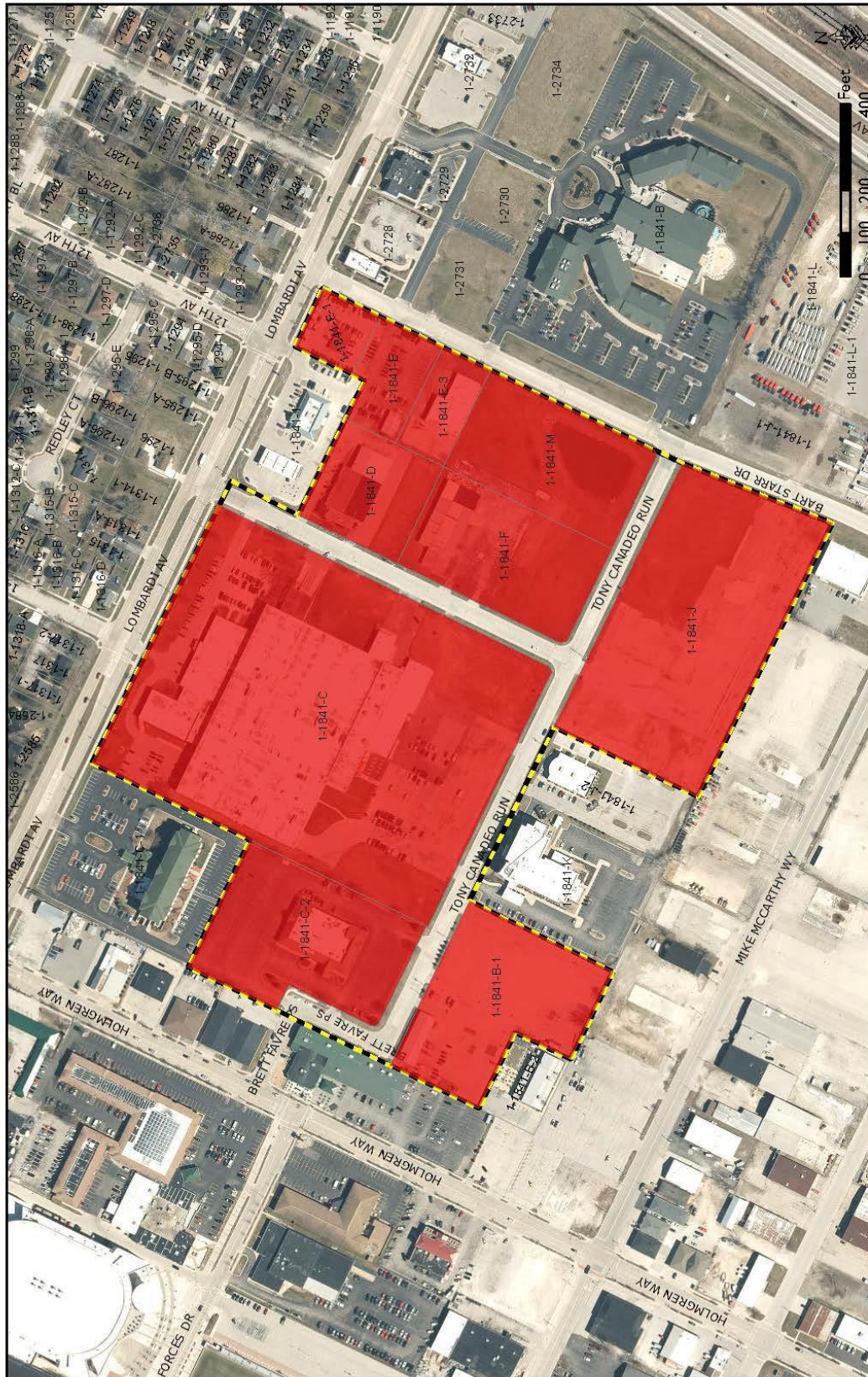
TID 23 Map 4: Legends District Land Use

TID 23 Boundary

This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied. Map prepared by City of Green Bay Department of Community and Economic Development. ER.

Date Printed: 13 Aug 2019 X:\Planning\Work Order Requests\2019\13 TID 23\TID 23 Land Use.mxd

	Travel or Movement		Leisure Activities
	Industr., Manuf., and Waste-Related		Social, Inst., or Infr. Related
	Shopping, Business, and Trade		Vacant

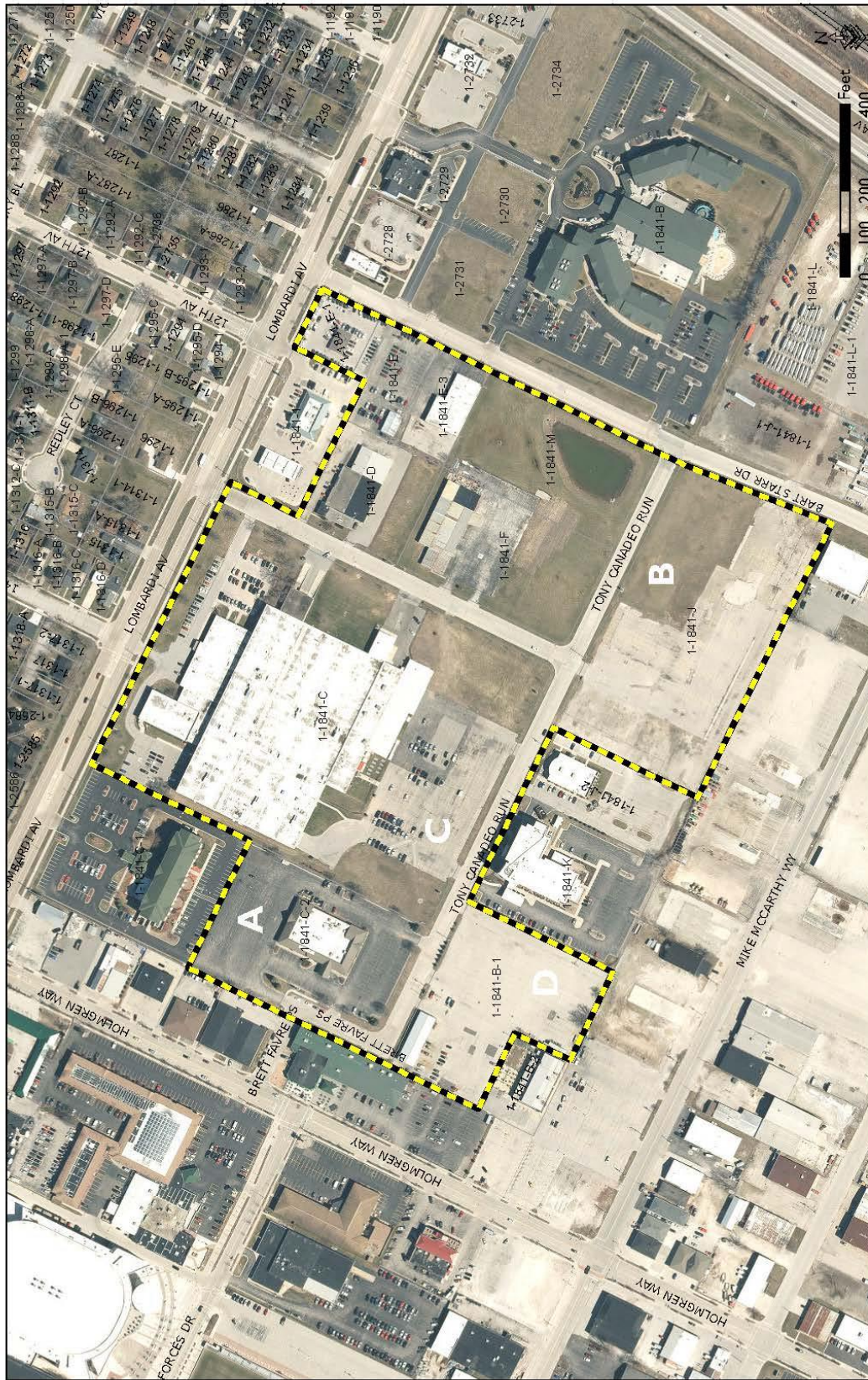


TID 23 Map 5: Legends District Blighted Parcels

TID 23 Boundary

Blighted Parcels

This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied. Map prepared by City of Green Bay Department of Community and Economic Development. ER.
 Date Printed: 13 Aug 2019 X:\Planning\Work Order Requests\2019\13 TID 23\TID 23 blight.mxd



TID 23 Map 6: Legends District Projects



This is a compilation of records and data located in various City of Green Bay offices and is to be used for reference purposes only. The City of Green Bay is not responsible for any inaccuracies or unauthorized use of the information contained within. No warranties are implied. Map prepared by City of Green Bay Department of Community and Economic Development. ER.
 Date Printed: 13 Aug 2019 X:\Planning\Work Order Requests\2019\13 TID 23\TID 23\TID 23 blight.mxd

Appendix A: City Attorney Legal Opinion

TO BE INSERTED

Appendix B: Legal Description for TID 23

TO BE INSERTED

Appendix C: TID 23 Parcels and Assessed Values

TAX PARCEL	ADDRESS	ACRES	LAND VALUE	IMPROVEMENT VALUE	TOTAL VALUE
I-1841-B-1	1023 TONY CANADEO RUN	3.00	\$ 391,400	\$ 102,700	\$ 494,100
I-1841-C	975 LOMBARDI AVE	13.39	\$ 2,752,600	\$ 3,135,200	\$ 5,887,800
I-1841-C-2	1004 BRETT FAVRE PASS	3.13	\$ 816,300	\$ 1,073,600	\$ 1,889,900
I-1841-D	1921 REGGIE WHITE WAY	1.47	\$ 193,800	\$ 179,700	\$ 373,500
I-1841-E	1920 BART STARR DR	0.85	\$ 102,700	\$ 3,800	\$ 106,500
I-1841-E-1	913 LOMBARDI AVE	0.52	\$ 135,000	\$ 38,700	\$ 173,700
I-1841-E-3	1930 BART STARR DR	0.72	\$ 93,800	\$ 154,900	\$ 248,700
I-1841-F	1945 REGGIE WHITE WAY	2.50	\$ 326,600	\$ 97,300	\$ 423,900
I-1841-J	949 TONY CANADEO RUN	6.00	\$ 863,200	\$ -	\$ 863,200
I-1841-M	1980 BART STARR DR	2.50	\$ 130,600	\$ -	\$ 130,600
10	TOTAL	34.07	\$ 5,806,000	\$ 4,785,900	\$ 10,591,900

numbers are assessed values as of January 1, 2019, except for
numbers in italics are assessed values as of January 1, 2018

Appendix D: TID 23 Pro Forma

TID #	REVENUES				EXPENDITURES			TID BALANCE
	PARCEL COUNT	BASE VALUE	TAX RATE	LOANS	PAYGO	MANAGEMENT		
		NEW VALUE	INC VALUE				INC TAXES	
23 Legends District	6	\$ 9,689,500.00	\$ 23.38	\$ -	\$ -	\$ -	\$ (53,000)	\$ (53,000)
CREATED		\$ 9,689,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (51,700)
Tuesday, September 17, 2019								
YEAR								
0	2019	\$ 9,689,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (53,000)
1	2020	\$ 9,689,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (104,700)
2	2021	\$ 22,381,900	\$ 12,692,400	\$ -	\$ -	\$ -	\$ -	\$ (155,100)
3	2022	\$ 22,381,900	\$ 12,692,400	\$ 296,748	\$ -	\$ (237,399)	\$ (49,100)	\$ (144,850)
4	2023	\$ 26,381,900	\$ 16,692,400	\$ 296,748	\$ -	\$ (312,215)	\$ (47,800)	\$ (208,117)
5	2024	\$ 26,381,900	\$ 16,692,400	\$ 390,268	\$ -	\$ (312,215)	\$ (46,500)	\$ (176,563)
6	2025	\$ 30,381,900	\$ 20,692,400	\$ 390,268	\$ -	\$ (387,031)	\$ (45,200)	\$ (218,525)
7	2026	\$ 30,381,900	\$ 20,692,400	\$ 483,788	\$ -	\$ (387,031)	\$ (43,900)	\$ (165,668)
8	2027	\$ 34,381,900	\$ 24,692,400	\$ 483,788	\$ -	\$ (461,847)	\$ (42,600)	\$ (186,326)
9	2028	\$ 34,381,900	\$ 24,692,400	\$ 577,308	\$ -	\$ (461,847)	\$ (41,300)	\$ (112,164)
10	2029	\$ 47,000,000	\$ 37,310,500	\$ 577,308	\$ -	\$ (697,856)	\$ (40,000)	\$ (272,712)
11	2030	\$ 47,000,000	\$ 37,310,500	\$ 872,319	\$ -	\$ (697,856)	\$ (38,700)	\$ (136,948)
12	2031	\$ 47,000,000	\$ 37,310,500	\$ 872,319	\$ -	\$ (697,856)	\$ (37,400)	\$ 116
13	2032	\$ 47,000,000	\$ 37,310,500	\$ 872,319	\$ -	\$ (697,856)	\$ (36,100)	\$ 138,480
14	2033	\$ 47,000,000	\$ 37,310,500	\$ 872,319	\$ -	\$ (697,856)	\$ (34,800)	\$ 278,144
15	2034	\$ 47,000,000	\$ 37,310,500	\$ 872,319	\$ -	\$ (697,856)	\$ (33,500)	\$ 419,108
16	2035	\$ 47,000,000	\$ 37,310,500	\$ 872,319	\$ -	\$ (697,856)	\$ (32,200)	\$ 561,372
17	2036	\$ 47,000,000	\$ 37,310,500	\$ 872,319	\$ -	\$ (697,856)	\$ (30,900)	\$ 704,936
18	2037	\$ 47,000,000	\$ 37,310,500	\$ 872,319	\$ -	\$ (697,856)	\$ (29,600)	\$ 849,800
19	2038	\$ 47,000,000	\$ 37,310,500	\$ 872,319	\$ -	\$ (697,856)	\$ (28,300)	\$ 995,963
20	2039	\$ 47,000,000	\$ 37,310,500	\$ 872,319	\$ -	\$ (697,856)	\$ (27,000)	\$ 1,143,427
21	2040	\$ 47,000,000	\$ 37,310,500	\$ 872,319	\$ -	\$ (697,856)	\$ (25,700)	\$ 1,292,191
22	2041	\$ 47,000,000	\$ 37,310,500	\$ 872,319	\$ -	\$ (508,756)	\$ (24,400)	\$ 1,631,354
23	2042	\$ 47,000,000	\$ 37,310,500	\$ 872,319	\$ -	\$ (508,756)	\$ (23,100)	\$ 1,971,818
24	2043	\$ 47,000,000	\$ 37,310,500	\$ 872,319	\$ -	\$ (508,756)	\$ (21,800)	\$ 2,313,581
25	2044	\$ 47,000,000	\$ 37,310,500	\$ 872,319	\$ -	\$ (508,756)	\$ (20,500)	\$ 2,656,644
26	2045	\$ 47,000,000	\$ 37,310,500	\$ 872,319	\$ -	\$ (508,756)	\$ (19,200)	\$ 3,001,007
27	2046	\$ 47,000,000	\$ 37,310,500	\$ 872,319	\$ -	\$ (508,756)	\$ (17,900)	\$ 3,346,670
TOTAL		\$ 47,000,000	\$ 37,310,500	\$ 18,325,658	\$ -	\$ (13,986,387)	\$ (992,600)	\$ 3,346,670